

Economic Development Advisory Board

December 15, 2015 at 8:15 a.m.

Winter Park City Hall, Chapman Room
401 Park Avenue S., Winter Park, FL 32789



1 administrative

- a. Approve minutes from 11-17-2015

2 action

- a. Business survey results workplan
- b. 2016 EDAB plan approval

3 informational

- a. EDAB 2016 meeting schedule

4 new business

5 public comment

adjourn

Next meeting: January 19th

appeals & assistance

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

Economic Development Advisory Board



meeting date 12-15-15

approved by

item type ☒ Administrative
☐ Action
☐ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 1

Approve minutes dating November 17, 2015

motion | recommendation

Motion to approve minutes from November 17, 2015 is requested.

Background

**CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD**

**Regular Meeting
8:00 a.m.**

**November 17, 2015
Chapman Room**

MINUTES

Meeting was called to order at 8:15 a.m. in the Chapman Room of City Hall.

BOARD MEMBERS PRESENT: John Caron, Marc Reicher, Kelly Olinger, Patrick Chapin, Steve Flanagan

BOARD MEMBERS ABSENT: John Gill, Maura Weiner, Owen Beitsch

STAFF MEMBERS PRESENT: Dori Stone, Kyle Dudgeon, Allison McGillis

ADMINISTRATIVE ITEMS:

A. Approval of the September 15, 2015 Minutes

Motion made by Marc Reicher, seconded by Kelly Olinger, to approve the September 15, 2015 minutes.

ACTION ITEMS:

INFORMATION ITEMS:

A. 2015 Business Survey Results Part II- Re-analysis:

Staff reviewed the results with the Board and allowed for feedback and comments. Feedback was received from 87 downtown area businesses and 42 businesses from other corridors. The one difference between the downtown corridor and the other corridors was in the investment plans where members of the downtown area were more interested in focusing on system improvements and software upgrades while the other corridors were interested in focusing on new products. Rent was found to be quite similar across all of the corridors.

B. Role of EDAB

Staff provided a review of what the role of the board consists of as requested by the Board members and touched on the relationship between EDAB and P&Z. Staff provided sections of the Ordinance to the board for review.

C. EDAB Plan Review

Staff briefly discussed the EDAB plan and allowed for feedback and discussion.

D. City project updates

Staff discussed Progress Point, Historic Preservation, and Visioning with Board members and allowed for feedback. A discussion regarding best use ensued for Progress Point. Staff stated there were over 40 requests for NOD for Progress Point submittal package.

NEW BUSINESS

There being no further business, the meeting adjourned at 9:30 a.m.

John Caron, Chairperson

Laura Neudorffer, Board Liaison

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Subject 2a

Business survey results workplan

motion | recommendation

Motion to approve the workplan is requested

Background

At the February 17, 2015 meeting, staff distributed a business survey with the intent of discovering business obstacles and using them to craft new discussions and/or programs. The survey was successful and was able to elicit several trends about the economics of the area. This information was shared at the September 15th, 2015 meeting. Based on the results, staff recommendation was to move forward with a work plan to address respondent questions and statements from the survey.

The attached material provides for consideration a work plan to address city businesses that participated in the survey and enables them to receive follow-up support from the economic development team.

The work plan's scope is divided into three groups and can be most easily viewable from the gantt chart. The scope accounts for staff time, resource management, business needs response time, and progress evaluation over time.

Timetable

The intensive portion of the workplan should flow between the first and second quarter of the calendar year. During quarter one, staff will identify, meet with, and gather information for each business. The purposes of each phase is to appropriate the right amount of time for each business dependent upon their survey answers. The groups are divided as follows:

Group I: Any business who has an issue needing to be addressed immediately. These may include businesses who have declared their intentions for relocation, commenting on a need, but failed to receive support, etc.

Group II: Businesses who are steady/expanding. Looking for information/programs currently offered by the city/CRA.

Group III: Projects that require resources and staff time to develop. This to include follow-up questionnaires, interviews, future program analysis, etc. Generally Phase III projects deal with larger community-wide issues that impact the city as a whole (e.g. quality infrastructure, etc.)

The plan also provides for an opportunity to integrate the business information packet project. While the packet will be reviewed at a later date, information should include programs and resources available to business as a resource guide as well as a leave behind. It is not intended as a recruitment book.

The potential outcomes of this work plan have both short and long term effects. In the short term, merchants are provided a follow-up opportunity to discuss issues affecting them from the public standpoint. It also provides an opportunity for economic development to establish an early warning system for future issues. In the longer term, newer programming as well as opportunities for merchants to have a point of contact in the city can be extremely useful. Based on the survey responses, over 40% stated that 'time' was their number one reason for not participating in an economic development program. The work plan works to bridge this gap by bringing the conversation to them.

Survey Response Workplan

[illegible]

Economic Development Advisory Board



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Subject 2b

2016 EDAB plan approval

motion | recommendation

Motion to approve the 2016 EDAB plan is requested

Background

In 2014, EDAB approved an economic development plan for the purposes of facilitating economic development initiatives. The initiatives are designed to strengthen the city's economic vitality and quality of life through sustainable growth, assistance through public private partnership. At the October 21, 2014 meeting, the board approved three 1-year plans for implementation which provides direction, but allow for flexibility and review. After completing year one of the plan, staff provided a discussion brief of all projects completed within the 2014-15 year. In keeping with the plan process, staff reviewed upcoming projects with the board and well as solicited input regarding tasks not currently in the plan. The 2015-16 plan provides for a comprehensive look at these discussions as well as projects to be completed in the upcoming year. These include:

- 2016 Business Cluster Analysis
- Business Survey Workplan – Business Packet Disbursal
- Business Certificate Study
- Compose an Economic Development Element for insertion into the Comprehensive Plan

The first three items are of particular value given the board's attention to its commercial corridors. Particular attention with these projects will be given to how the data affects the city's corridors and their trends moving forward.

Industry Cluster Analysis

Industry clusters strengthen competitiveness by increasing productivity, stimulating innovative new partnerships, even among competitors, and by presenting opportunities for entrepreneurial activity. The purpose of this analysis is to provide a basis for identifying which business types will play a major role in fostering the economic sustainability of the City of Winter Park in the future. This task is accomplished by identifying and examining the importance of related economic activities - or industry clusters.

An industry cluster develops when businesses in similar industries are located near each other and are able to take advantage of local strengths and assets. These symbiotic businesses become dependent

on each other through local resources and support infrastructure that exist in a community. The interdependence of these companies creates a competitive edge allowing these businesses to hone their expertise in their field. Industry clusters grow faster, become more profitable, find efficiencies and new technologies, and pay higher wages. Industry clusters strengthen competitiveness by increasing productivity, stimulating innovative new partnerships, even among competitors, and presenting opportunities for entrepreneurial activity.

Business Survey Workplan – Business Packet Disbursal

The survey workplan builds upon year 1's successful economic development survey. In conjunction with other follow-up activities, interviewees should be left with a 'leave behind' identifying programs and resources that are available to them as Winter Park business owners and operators.

Business Certificate Study

One of the major pieces of information the city has at its disposal is its annual disbursal of business certificates. Using this data, economic development may be able to quantify retention rates, business start-ups, closures, target industries and emerging firms.

Economic Development Element for the Comprehensive Plan

Economic development comprehensive planning recognizes the connection between economic development and quality of life. While not a required element in comprehensive planning the economic development element should cover a compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental. More specifically, 163.3177(1)(f) F.S. states all mandatory and optional elements of the comprehensive plan must be based upon relevant and appropriate data and an analysis by the local government.

Year 2 of the plan builds upon year one's successes and accounts for proposed changes during the review process. Each project will place a level of emphasis on the city's commercial corridors given the board's understanding of their significance.

EDAB 3 Year Plan

2014-15

City Visioning

Projects to be completed during Visioning process:

Determine & execute EDAB's role in the City Visioning process

Delivery and Assessment of a Winter Park Business Survey

Enhance marketing through 'Everyday Exceptional' concept

Conduct an updated Business Cluster Study

Implementation of a Fairbanks Business Façade Grant

2015-16

Annual Report provided to EDAB contains:

- Review of projects
- Recount of proof statements and other metrics
- Review of yearly events, Visioning
- Proposals for changes to 2015-16 year scope

Conduct an updated Business Cluster Study

Business Survey Workplan / Business Packet Disbursal

Conduct a Business Certificate Study

Compose an Economic Development Element for insertion into the Comprehensive Plan

New/changes to scope based on EDAB annual review

2016-17

Annual Report provided to EDAB contains:

- Review of projects
- Recount of proof statements and other metrics
- Review of yearly events
- Proposals for changes to 2016-17 year scope

Projects to be completed during this fiscal year:

Develop program to expand existing City businesses

Ensure market rate housing is available

New/changes to scope based on EDAB annual review

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Subject 3a

EDAB 2016 meeting schedule

motion | recommendation

N/A

Background

Staff is providing a tentative schedule for EDAB meeting dates in 2016.



Economic Development Advisory Board Meeting Schedule 2016

The Economic Development Advisory Board (EDAB) meets for a regularly scheduled meeting on the third Tuesday of every month, or called on an as-needed basis. Please contact Kyle Dudgeon, Economic Development Manager for more details regarding EDAB Agenda items at 407-599-3217. **All regular meetings begin at 8:15 a.m.** Meetings will be held in the **Chapman Room on the second floor or City Hall, 401 S. Park Ave.**, or may be changed by the department. All meetings of the EDAB are open to the public. *All meetings are tentatively scheduled. Please check the city's calendar to confirm dates and times.*

EDAB Meeting Dates for 2016

January 19

February 16

March 15

April 19

May 17

June 21

July 19

August 16

September 20

October 18

November 15

December 20